

DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER of COMMERCE

Vol. 8
April 1929
No. 4

Postal Receipts
\$3,970,957.00
in 1928



New Dallas Federal Building

IN THIS ISSUE

Four Passenger Air Lines Serve Dallas—To Pay Visit to West Texas—Seventy-one New Firms in March—Business Opportunities—Summary of Industrial Growth—Evangelical College—New Airport Development—Erwin Memorial Planned.

Your Market's *One Big* *Newspaper*



Here is the direct Dallas territory—where Dallas' retail influence leads all other cities and where the influence of The Dallas News outstrips that of all other publications.

*I*N DALLAS COUNTY The News gives an advertiser 60% coverage of all homes. In five other counties of the Direct Dallas Territory it gives between 20% and 30% coverage; in 18 more it gives between 10% and 20%.

There is no other publication, in Dallas or anywhere else, that can carry your business message into such a representative group of the good homes of the Direct Dallas Territory.



The Dallas Morning News

TEXAS GREATEST NEWSPAPER



During the Last Year

217 Executives

*have expressed appreciation
for 'IMPRESSIONS'!*

IMPRESSIONS is a monthly magazine of business building ideas—with a dash of the civic and a strong element of local color. Each month it talks about people and things which are making the busy business world busy.

Edited by our own staff, and produced in its entirety in our plant, it speaks for itself—the reading matter is never burdened with shop talk. It is a different sort of a house magazine, which perhaps accounts for the 217 cordial letters which we have received from busy executives during the last year.

*Impressions Will be Mailed FREE to
Any Address Upon Request*

*We are Printers of Dallas, Texas Monthly, Dividend, Impressions,
and many another magazine, newspaper, house organ; booklets,
folders, broadsides, direct mail campaigns, etc., etc.*



TEXAS PUBLICATION HOUSE, Inc.

Printed Advertising—Publishing—Printing

2500 McKinney—At Fairmount



Texas Publication House, Inc.
2500 McKinney Avenue,
Dallas, Texas.

Please mail your monthly magazine "Impressions" without cost and without obligation to:

Name.....

Mail Address.....

A Good Printing Connection Can Mean Much to Any Business

It is no longer the custom of business to
think of a supplier as a friendly enemy.

The newer idea is to use the facilities of the
supplier as one would use the forces of his own
organization.

When the supplier falls down on the job he is
fired just as an incompetent employee is relieved
of his job. He is retained as long as the work
measures up.

The Boyd Printing Company works regularly on
this basis with a large number of Dallas business
firms.

To those buyers of printing who are tired of
seeking quotations, interviewing solicitors and
worrying over results, we recommend a perma-
nent printing connection that puts the printer
working for and with you.

Call Boyd and Talk It Over

BOYD PRINTING COMPANY

1225 Wood Street — Phone: 2-8043; 2-8044

DALLAS, TEXAS

The Latest FINANCIAL STATEMENT of Texas' Largest Bank

MARCH 27, 1929

ASSETS

Loans and Discounts			\$37,166,622.67
United States Bonds to Secure Circulation			1,945,000.00
Other United States Securities Owned			4,649,890.00
United States Securities Loaned			325,000.00
Stock in Federal Reserve Bank			180,000.00
Other Stocks and Bonds			962,216.77
Furniture and Fixtures			63,355.73
Real Estate and Banking House			2,182,014.02
Other Real Estate			175,450.00
Customers' Liability Account Letters of Credit			50,226.04
Customers' Liability Acceptances			1,765,332.90

CASH

On Hand and With F. R. Bank	\$8,939,862.04	
With Other Banks	3,497,111.87	
With United States Treasurer	97,250.00	12,534,223.91
Total		\$61,999,332.04

LIABILITIES

Capital Stock, Paid In	\$5,000,000.00
Surplus Fund	1,000,000.00
Undivided Profits, Net	3,551,468.58
Reserved for Contingencies	207,500.00
Reserved for Taxes, Etc.	213,672.00
Circulation	1,917,750.00
Letters of Credit Outstanding	50,226.04
Acceptance Executed for Customers	1,765,332.90

DEPOSITS

Individual	\$38,275,980.36	
Banks and Bankers	7,750,153.38	
United States Government	2,267,248.78	48,293,382.52
Total		\$61,999,332.04



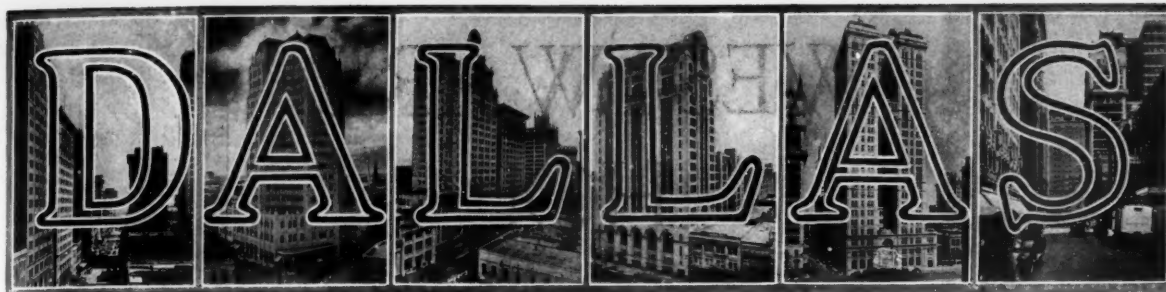
*At the Heart
of the Hive*

Occupying the center of importance in the beehive of modern business is the Desk. Over the desk problems are threshed out; policies laid down; plans conceived, weighed, put into operation, deals consummated; work accomplished.

There isn't a desk need we cannot fill, from the smallest piece to the most elaborate matched suite.

Business Men who seek to secure the best at the most reasonable prices should consult us.

STEWART OFFICE SUPPLY Co.
PHONE X6461 1810 MAIN STREET.



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter Fed. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 8

APRIL, 1929

No. 4

Dallas Sprouts New Wings

By FRANK H. PHARES, *Southern Representative*
Southwest Air Fast Express, Inc.

COMMERCIAL AVIATION is neither a fad nor a fancy—it is a stable industry.

Commercial aviation is not merely an indispensable auxiliary to but rather an integral part of transportation.

The proven safety of commercial air transportation has been largely responsible for the rapid development of the industry in that it has invited men of millions to invest their fortunes in its future, an investment not made as a sporting venture, but made because the commercial practicability of flying promises (and will make good those promises) rich rewards for those who are "of the faith."

You would brand a fool the man who, after gleaning a fortune from a life of hard work, long hours, hardships and constant discouragement, plunged that fortune into one disastrous venture. The brand would be rightly placed. But can you place that brand on men like Secretary of the Interior Robert S. Lamont, president of the American Steel Foundries Company; Lester and Phillip Armour, Phillip Wrigley, William Rockefeller, President C. M. Keys of the Curtiss Motor Corporation, President Charles Lawrence of the Wright Aeronautical Corporation, the DuPonts, the Fords, and a legion of others looked upon as captains in the financial world?

All of these men have invested heavily in the future of commercial aviation, and they are reaping their first rewards, that of seeing air transportation established as an indispensable spoke in the wheel of world commerce. Aviation is revamping

the present civilization; it is speeding up the business, commercial and industrial stratas of the world and everyday we are cognizant of changes reflecting a readjustment brought about by the newest mode of transportation.

Transportation is the biggest business in the world. The history of the world's civilization is also a history of transportation, for civilization marches forward in the path cut by the progression of transportation. The human race is no farther advanced than the transportation systems which serve it.

Centuries ago man's only mode of transportation was the horse (passenger) and ass (freight). Soon man discovered that it was necessary to transport more than the ass could carry; the beast of burden's load was limited. There evolved the idea of a sled, two connected poles dragged by the animal along the ground. More weight could be added through use of the sled. Later the world was put on wheels when someone figured out that with the aid of traction even a bigger load could be carried. This thought brought out the ox cart. Soon the lumbering cart drawn by lazy, slow moving oxen was transformed from a two-wheel contraption into a four-wheel wagon. The load was increased and speed increased by replacing the oxen with horses and mules.

The wagon and stage coach played their part in opening virgin territory which would have remained vast, uninhabited stretches because of their remoteness from a civilization confined to its location by inability to cover great dis-

tances. The spreading of the population over larger areas brought about the necessity for speedier transportation to carry on commerce among the peoples.

The challenge issued to land transportation was answered by the steam railroad, while the challenge to water transportation was answered by the steamboat. Then the gas engine was invented. The "wagons" were motorized and the world took another step forward. These newer and faster modes of transportation, through a series of improvements increasing efficiency and speed catapulted the world into the present era known as that of big business.

This is the age of big business. Whereas Mr. Jones once headed the local department store, Mr. Jones now heads a chain of department stores scattered over one, two or maybe all geographical sections of the United States. Whereas Mr. Brown once headed a single factory distributing its products by rail and water to all parts of the country, Mr. Brown is now the head of a great industry with branch factories and distributing points located in various sections of the country. Big business gave transportation a new challenge. This challenge called for a mode of transportation which could cut down distance and time.

What answered that challenge? The airplane.

Mail delivery had to be speeded up. Planes started carrying mail. Rush express had to be delivered at long dis-

(Continued on Page Eighteen)



A. P. JOHNSTON
General Chairman

WESTWARD HO!

Dallas to Pay Visit

..... to West Texas



C. L. NORSWORTHY
Itinerary Chairman

WESTERN TEXAS will be visited by the Dallas good-will tourists this year when they leave on the night of April 24 for a week's visit to the trade territory.

El Paso will be the western terminus of the 1,876-mile tour. Seventy cities will be visited.

A. P. Johnston is general chairman of the trip and C. L. Norsworthy is chairman of the itinerary committee.

Already eight Pullman cars have been filled and more will be added as reservations come in during the few days now remaining. A special diner will be provided by the Texas and Pacific, operators of the train.

Uniform hats and coats will be worn by the Dallas men and a parade will be staged in cities where the stop is of enough duration. Souvenirs of every conceivable nature will be distributed to both grown-ups and children along the route and nothing will be left undone to make the memory of the trip a lasting one in the minds of the hosts.

The week-end stop at El Paso promises unusual features this year, with a typical Richard Harding Davis revolution across the river. Jaurez authorities have assured Mr. Johnston, however, that should any of the Dallas men care to spend a few hours on Mexican soil they will be given full protection.

The trade trip is the twenty-eighth sponsored by Dallas. It serves a dual purpose, acquainting the Dallas business men of conditions in the territory they serve and giving them an intimate contact with their customers in their own stores.

"One of the biggest accomplishments of the tour," according to one of the habitual trippers, "is the spirit of co-operation and friendliness it develops in the men making it. They learn much of each other, both personally and professionally, and this knowledge is helpful in putting over our community projects here in Dallas."

The personnel of the 1929 trip, registered up to April 8, is:

Southern Supply Company
A. P. Johnston, Geo. C. Black
The Schoellkopf Company
Hugo Schoellkopf
Higginbotham-Bailey-Logan Company
E. L. Blanchard, O. S. Boggess
Baker Hotel
Hayden H. Hudson
Butler Brothers
H. C. Hill
Dallas Railway & Terminal Company
Geo. I. Plummer
Andrews & McDowell
A. R. Andrews
Mell Brin Company
Dan Myer
Cullum & Boren Co.
Will R. Wilson
General Electric Co.
Homer D. Puckett
Republic National Bank
W. Z. Hayes
Graham-Brown Shoe Co.
Frank H. Kidd
Durant Motor Company of Texas
J. S. Oliver



Dallas' new \$1,250,000 Post Office upon which work will be started in a few weeks. This sketch and that on the cover were made in Postmaster Philp's office by Guy F. Cahoon from the original blue prints furnished by the United States Government for "Dallas."

Protective Life Insurance Co.
P. A. Bywaters
Mercantile Bank & Trust Co.
Bailey C. Malone
Southwestern Bell Telephone Co.
M. J. Stookes
Fox-Coffey-Edge Co.
Chas. L. Fox
Texas Employers Insurance Co.
W. B. Todd
S. T. McMurray Sanatorium
Dr. S. T. McMurray
Texas Oak Flooring Co.
J. R. Neece, Jr.
American Exchange National Bank
E. S. McLaughlin
Tanners Leather Co.
E. C. Dodson
National Casket Co.
Bentley Young
Willard Hat Company
R. Tobolowsky
Crowdus, J. W., Drug Co.
F. Z. Williams
Times Herald
L. N. McCulloch
Employers Casualty Co.
Clair Wealday
Dallas News
Milt Saul
Oriental Oil Co.
Frank M. Smith
C. L. Norsworthy Company
C. L. Norsworthy
Padgett Brothers Company
J. Durrell Padgett
The Texas Company
W. H. Noble
Ernst & Ernst
J. O. Spring
Johnston Printing & Advertising Co.
Richard Haughton
Dallas Chamber of Commerce
Herbert B. Carpenter
Simms Oil Company
F. R. Schneider, Geo. D. Bowers
Adolphus Hotel
Otto Schubert, Jr.
Magnolia Petroleum Company
Ralph H. Kinsloe and one Representative
Arend-Dawson Company
M. B. Cohn
Dallas Power & Light Company
W. E. Holland
Graybar Electric Company
Claude G. Matthews, I. A. Riley
Sherwin-Williams Company
R. N. Ballow.
North Texas National Bank
Ben C. Ball
Egan Printing Company
A. L. Egan
S. W. Nichols Company
S. W. Nichols
State Fair of Texas
Roy Rupard
Perkins Dry Goods Company
Gus W. Thomasson

Texas Inspection Bureau
S. W. English
Smith Detective Agency
George Smith
Western Union Telegraph Company
Claude Littlepage
Lang Floral & Nursery Company
Otto Lang
Dallas Trust & Savings Bank
J. O. Humphreys
Radio Corporation of America
M. S. Tinsley
Loudermilk-Sparkman Company
Louis Sparkman
Bailey & Collins
Carr P. Collins
Auto Theft Bureau
S. C. Kennedy
Dallas Dispatch
Alfred O. Andersson
Morten-Davis Company
J. O. Davis
American Life Insurance Company
Martin Bigger
Wilkins Trunk Company
John Wilkins
City National Bank
Ray Nesbitt
Higginbotham Millinery Company
E. L. McQuern
Barnhart Brothers & Spindler Company
Horton W. Bransford
Davis Hat Company
S. G. Davis
B. F. Avery & Sons Plow Company
Stuart Bailey
Great Southern Life Insurance Company
A. C. Nicholson
Dallas Journal
Jack Patton
Hilton Hotel
C. N. Hilton
American Body Company
A. A. Richardson
Lichtenstein-Mittenthal Company
Albert Mittenthal
Baron Brothers Millinery Company
John A. Rogers
Dallas Transfer Company
Gus Weathered
The itinerary will be as follows:

THURSDAY, APRIL 25

Station	Arrive	Depart
Dallas		12:01 AM
Jacksboro	4:30 AM	8:30 AM
Jermyn	9:13 AM	9:23 AM
Loving	9:44 AM	9:49 AM
Jean	10:10 AM	10:20 AM
Olney	10:50 AM	11:30 AM
Megargel	12:06 PM	12:26 PM
Seymour	1:40 PM	2:15 PM
Bomarton	2:38 PM	2:53 PM
Goree	3:06 PM	3:26 PM
Munday	3:36 PM	4:06 PM
Weinert	4:23 PM	4:38 PM
Haskell	4:57 PM	5:27 PM
Stamford	5:45 PM	

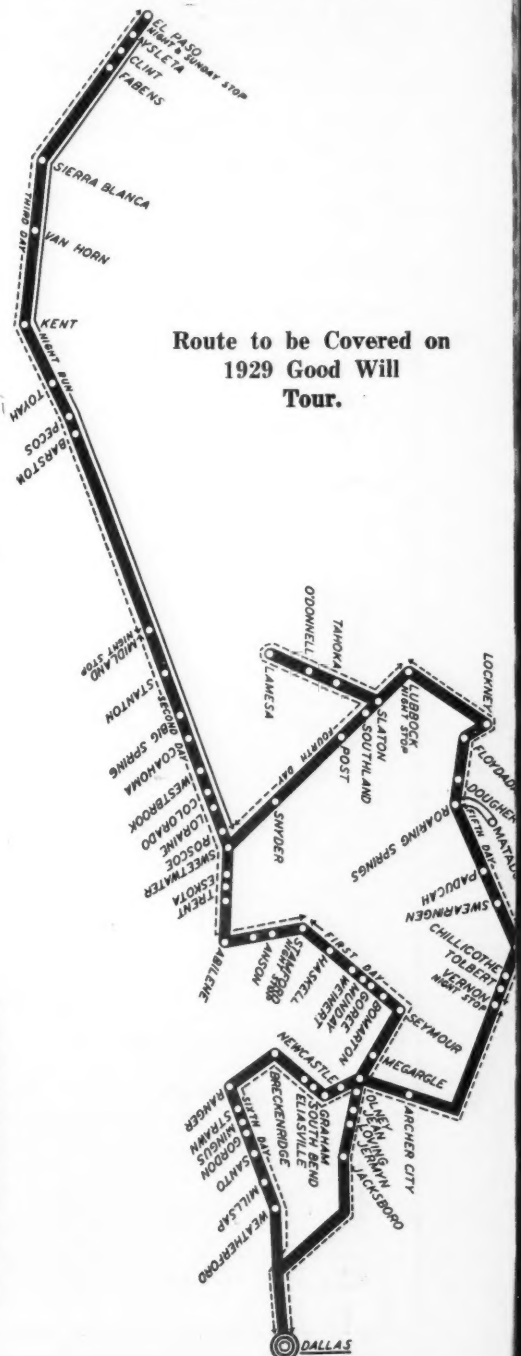
Spend night in Stamford

FRIDAY, APRIL 26

Station	Arrive	Depart
Anson	6:30 AM	8:00 AM
Hawley	8:21 AM	8:26 AM
Abilene	8:55 AM	9:55 AM
Merkel	10:20 AM	10:40 AM
Trent	10:50 AM	11:05 AM
Eskota	11:15 AM	11:20 AM
Sweetwater	11:40 AM	12:20 PM
Roscoe	12:35 PM	12:55 PM
Loraine	1:10 PM	1:25 PM
Colorado	1:40 PM	2:20 PM

(Continued on Page Twenty-seven)

Route to be Covered on 1929 Good Will Tour.



May Conventions

May will be one of the most important convention months of 1929 in Dallas, with Rotary International and its 10,000 visitors leading the list.

Representatives from all over the world will be here from May 27 to 31 and the local club, assisted by other civic organizations, is making plans for an elaborate program.

The business men of the city, at the instance of the Dallas Advertising League, have subscribed \$10,000 for street decoration during the convention.

The full list of May conventions follows:

- May 2-4—State Clothing Contest.
- May 6-9—Scottish Rite Reunion.
- May 7-8—Texas Retail Dry Goods Association.
- May 7-9—American Institute of Electrical Engineers.
- May 10—Shrine Ceremonial.

May 10—C. C. Pyle Marathon Foot Race.

May 10—Southwestern Safety Conference.

May 12-13—Texas Zionist Association.

May 13—Texas Farm Bureau Federation, Annual Meeting.

May 14-16—Texas Department, Grand Army of the Republic.

May 14-16—Woman's Relief Corps, Texas Department.

May 25—State High School Golf Tournament.

May 27-31—Rotary International.

May—Richard Hellman, Inc., Sales Conference.

May—Texas Golf Association.

May—Texas Women's Golf Association.

May—Vacuum Oil Company, State Sales Conference.

May—Texas-Louisiana Tariff Bureau.

Directory Corrections

Refer to Classified Membership Directory in March Issue of "DALLAS" and make the following additions and corrections:

Monuments & Mausoleums

ADD: Roberts Marble Co. of Texas, 706 Central Bank Bldg.

Printers

ADD: Crockett Printing Co., 402 S. Ervay Street.

Engineers

McCrory Company, The J. B., 518 Praetorian Bldg., change name to McCrary Company, The J. B., same address.

ADD: In the next line under Dill, Dwight (Mill), 307 Santa Fe Bldg., Floyd & Lochridge (Water-Supply—Irrigation—Flood Control), 525 Wilson Bldg.

Contractors

McCrory Company, The J. B., 518 Praetorian Bldg., change name to McCrary Company, The J. B., same address.

Warehouse Companies

ADD: Binyon-O'Keefe Fireproof Storage Co., 408 Poydras St.

Engines

ADD: Power Manufacturing Co., The., (FB) 3117 Commerce Street.

Marble & Granite

Southwest Marble Co., 818 Santa Fe Bldg., change address to Santa Fe Railroad near Ewing Ave.

Building Materials

Southwest Marble Co. (W), 818 Santa Fe Bldg., change address to Santa Fe Railroad near Ewing Avenue.

Incinerators

ADD: Pittsburgh-Des Moines Steel Co. (FB), Praetorian Bldg.

Ice Shaving & Cutting Machines

Add this classification and place thereunder Best Mfg. Co., Samuel, 1504 S. Akard Street.

Fire & Burglary Protection

American District Telegraph Alarm Co., First Fl. Interurban Bldg., change address to 222-3 Interurban Bldg.

School Books

Perry, Hugh, School Book Depository (W), 2015 Jackson St., change address to 600-620 Santa Fe Bldg., Unit No. 4.

School Supplies

Perry, Hugh, School Book Depository (W), 2015 Jackson Street, change address to 600-620 Santa Fe Bldg., Unit No. 4.

Trays—Curb Service

Add this classification and place thereunder Tray Service Co., (M) 2509 Commerce Street.

Service Trays—Curb

Add this classification and place thereunder Tray Service Co., (M) 2509 Commerce Street.

Glassware & Pottery

ADD: Kline, Fred, 718 Santa Fe Bldg.

Brick & Tile

Fraser Brick Company (FB), 810 Central Bank Bldg., change to Fraser Brick Company (M), 810 Central Bank Bldg.

Railroad Companies & Officials

Mockbee, J. R., Div. Frt. Agt., St. L. Southwestern Railway Company, 808½ Commerce St., correct title to read Asst. Gen. Frt. Agt.

Allen, Harvey, Asst. Frt. Traffic Mgr., M.K.T.Ry., M.K.T. Bldg., correct title to read Gen. Frt. Agt.

Angell, Geo. R., Com. Agent, Chicago, Rock Island & Gulf Ry., 118 Field Street, correct title to read Div. Frt. Agt.

Crush, W. G., Pass. Traffic Agt., Missouri-Kansas-Texas Lines, Katy Bldg., correct title to read Pass. Traffic Mgr.

Hosmer, C., Gen. Agt., Missouri-Kansas-Texas Lines, Katy Bldg., correct title to read Local Frt. Agt.

Smith, H. G., Div. Frt. Agt., M. K. T. Ry. Co., 112 Field St., correct address to read Republic Bank Bldg.

Freight Claims

ADD Interstate Traffic Co., 1110 Santa Fe Bldg.

Oil & Gas Well Supplies

Continental Supply Co., (MA) 1401 Magnolia Bldg., change symbol to read (D)—Distributors.

Watching Dallas Grow

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS		BANK DEBITS	
	1928	1929	1928
January	\$229,304,531.28	\$265,365,726.24	\$236,596,000
February	202,756,886.66	220,677,360.88	214,275,000
March	218,410,753.88	243,485,065.89	230,033,000
April	199,600,686.28		209,427,000
May	206,895,503.35		213,709,000
June	200,643,340.36		212,089,000
July	198,047,700.20		203,320,000
August	209,277,120.12		211,024,000
September	261,719,706.91		263,237,000
October	320,700,640.45		303,578,000
November	268,579,277.12		273,024,000
December	259,564,606.14		297,946,000
Total	\$2,775,500,725.75		\$2,868,258,000

BUILDING PERMITS		POSTAL RECEIPTS	
	1928	1929	1928
January	\$ 619,989	\$880,453	\$316,629.65
February	584,634	\$467,022	348,879.00
March	858,466	1,708,728	339,673.60
April	798,573		304,437.00
May	580,560		283,274.29
June	781,701		293,806.67
July	870,532		283,430.35
August	750,544		306,268.20
September	835,144		338,030.50
October	552,651		374,047.74
November	717,617		354,004.36
December	521,799		428,475.83
Total (Dallas proper)	*\$14,381,694		\$3,970,957.00

GAS METERS		TELEPHONES	
	1928	1929	1928
January	64,881	66,401	67,143
February	65,021	66,480	67,347
March	65,132	66,520	67,697
April	65,712		67,902
May	65,892		68,114
June	66,030		68,321
July	66,081		68,401
August	66,129		68,496
September	66,180		68,551
October	66,240		68,599
November	66,289		68,640
December	66,303		68,701

*Includes \$6,017,500 utilities construction, but does not include any building outside city limits. Highland Park, University Park and other suburbs bring the total building in greater Dallas to \$16,392,740.

New Branches Established in March

Austin Woolen Company, 1514 Main St.; home office, New York. Retail clothing.

E. I. Du Pont de Nemours & Co., Inc., 1512 Pacific Ave.; home office, Wilmington, Del. Explosives.

The J. B. McCrary Company, 518 Praetorian Bldg.; home office, Atlanta, Ga. Engineers and contractors.

Burka Bagging Company, 411 Cotton Exchange Bldg.; home office, Galveston, Texas. Bagging.

First National Institute of Violin, 328 Allen Bldg.; home office, South Bend, Indiana. Teachers of violin.

Fairchild Aviation Corp., 2102 H. Harwood St.; home office, New York. Airplanes, flying instruction, aerial surveys, etc.

Merchants Chemical Company, Inc., 1500 South Preston St.; home office, Chicago. Chemicals.

Lawrence M. Stein & Company, 103 S. Poydras St.; home office, Chicago. Sewing machines.

American Institute of Steel Construction, Inc., 1014 Southwestern Life Bldg.; steel construction.

J. G. McCrory Company, 1612 Elm St.; home office, New York. Five and ten-cent store.

Pacific Northwest Paper Mills, Inc., 719 Santa Fe Bldg.; home office, Portland, Oregon. Wholesale paper.

Bailey-Reynolds Chandelier Co., 303 Construction Industries Bldg.; home office, Kansas City, Mo. Lighting fixtures.

Chicago Human Hair Co., 1607-A Jackson St.; home office, Kansas City, Mo. Beauty parlor supplies.

F. M. Lewis Company, 1143 Athletic Club Bldg.; home office, San Antonio, Texas. Food brokers.

Lasswell Manufacturing Company, 2420 Swiss Ave.; home office, Kennett, Mo. Manufacturers of fibre furniture.

Great Western Paint Manufacturing Co., 412 North St. Paul St.; home office, Kansas City, Mo. Wholesale and retail paint and wall paper.

Business Opportunities

Silica Enamel Sign Company, 128 Sidney Street, St. Louis, Mo. Manufacturers of porcelain enamel advertising signs, used extensively by oil companies, also street and highway signs. Want representative in Dallas for contiguous territory.

Dunn Painting Machine Corporation, 48 Front Street, New York. Want manufacturers agent in Dallas to handle their equipment.

Carr Fastener Company, 31 Ames Street, Cambridge, Mass. Manufacturers of fasteners sold to the garment industry, want salesman or manufacturer's agent calling on work clothing trade to sell their products.

F. S. Parrigin, Somerville, Tenn. Owns formulae for the manufacture of toilet preparations and wants to get in touch with Dallas firms or individuals that might be interested in these formulae.

Joseph A. Shirley & Company, Indianapolis, Ind. Manufacturers of pen points. Want salesman to sell pen points to hotels on commission as side line.

A. Mashmeijer Jr., Inc., 66 West Broadway, New York, N. Y. Importers of essential oils and other perfumers' materials. Want individual or firm in Dallas

to sell line to toilet article and soap manufacturers.

Peacock Manufacturing Company, 3224 W. Street, Sacramento, Calif., manufacturers of building specialties, want to place line with Dallas concern handling building specialties and calling on architects and contractors.

Progressive Machinery Company, 3132 Snelling Ave., Minneapolis, Minn., manufacturers of small tractors sold to market gardeners, want Dallas dealer.

New County Maps Ready

The Chamber of Commerce supply of Dallas literature has been augmented by the addition of a new map of the county, prepared by the office of the County Engineer. On the back of the map is a detailed description of the county from an agricultural and general standpoint.

In 1927 the domestic exports from Texas amounted to \$647,000,000.

Summary of Industrial Growth

Report of Industrial Department for First
Three months of 1929

Total number new concerns established in March	71
Total number new concerns established in February	88
Total number new concerns established in January	112

Total for the year 271

Total manufacturing plants established in March	6
Total manufacturing plants established in February	10
Total manufacturing plants established in January	18

Total for year 34

Total wholesale concerns established in March	17
Total wholesale concerns established in February	20
Total wholesale concerns established in January	31

Total for year 68

Total retail concerns established in March	17
Total retail concerns established in February	24
Total retail concerns established in January	19

Total for year 60

Total miscellaneous concerns established in March	31
Total miscellaneous concerns established in February	32
Total miscellaneous concerns established in January	39

Total for year 102

Total branches of national concerns established in March	20
Total branches of national concerns established in February	21
Total branches of national concerns established in January	24

Total for year 65



Campus view. Left, Stearns Memorial Hall. Right, College Hall

Photo by McAnally

Evangelical College for Pastors

By ROLLIN THOMAS CHAFER
Registrar and Editor of the College Publications

OUR local newspapers often record the expressed amazement at the rapid growth and general development of Dallas during the last decade by travelers who make infrequent visits to this city. Its remarkable skyline has been created mostly during that time, vast areas of open fields have been transformed into beautiful residential sections and the metropolitan character of the city established.

Midway in this fast-moving decade a small school was opened in rented quarters on Hughes Circle. Because of its modest beginning this institution—the Evangelical Theological College, now located on Swiss Avenue at St. Joseph Street—was then little known in Dallas, but through the religious press of the United States, Canada and England it soon gained a favorable reputation throughout the English-speaking world, largely due to the fact that internationally known teachers and authors were included in its professoriate.

Like most substantial and enduring growths the roots of this educational plan were first nurtured in prepared soil and then transplanted before the visible results were achieved. Leaders in conservative religious circles had recognized a wide-spread demand for an institution which should not be related to any one denomination, but open to qualified men from any evangelical fellowship. In 1921 a conference to consider such a scheme

was held at Atlanta, Georgia, the conferees representing Canadian, English and American thought. Details of the plan were discussed, and the name of the institution as finally adopted was suggested by Dr. W. H. Griffith Thomas, formerly a professor at Oxford University. The results of this conference gradually became known during the next two years, and overtures looking toward the location of the proposed school came to the conferees from ministers and Christian laymen in St. Louis, Denver, Seattle and other cities further east.

In 1923 Dr. Lewis Sperry Chafer, the convener of the Atlanta meeting, came to Dallas to fill a speaking engagement and while here broached the proposed plan to Dr. Wm. M. Anderson, Jr., who called together for conference on the subject a company of ministers and Christian laymen of Dallas and nearby cities. As a result a temporary organization was formed and the movement eventuated in the founding of the College in 1924. Dr. Chafer was elected President, Dr. Wm. M. Anderson, Jr., Vice President, and Wm. S. Mosher, Treasurer.

The first session opened October 1, 1924, with only a first year class of twelve men, a majority of whom came from distant states. Only three resident professors were needed at the start, but seven internationally known visiting Bible lecturers were engaged to give seriatim

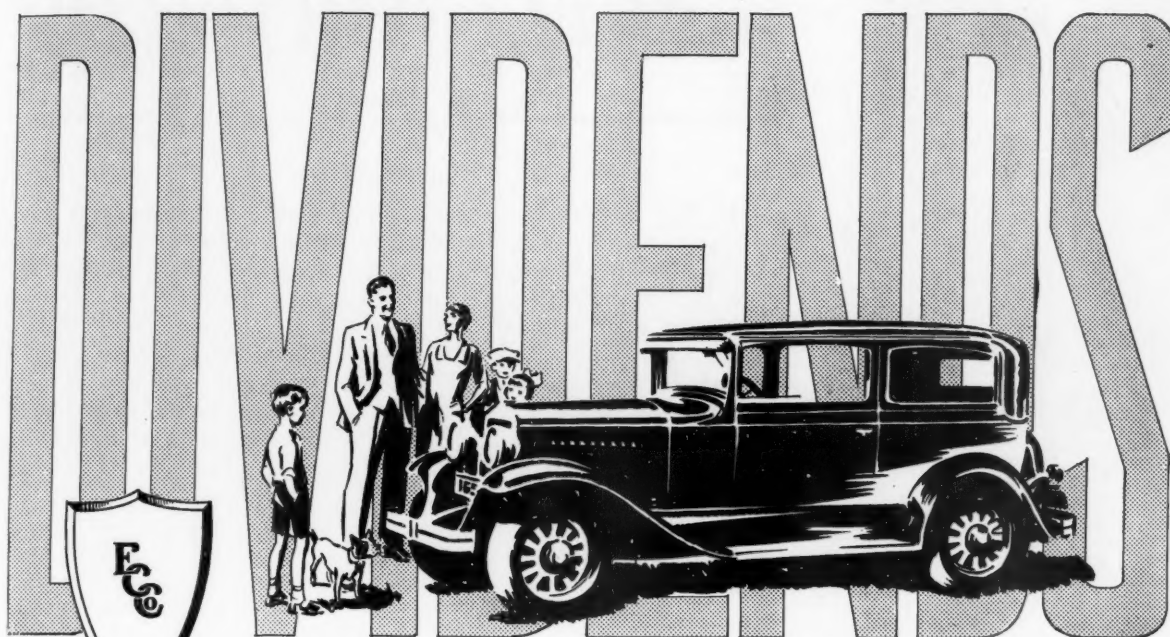
courses of one month each which unique feature has been maintained throughout the history of the school. The number of students has steadily increased each year and at present there are 43 men on the register whose home addresses include places in seventeen states of our country, three provinces of Canada, and Ireland. Students from Japan and India have also been accepted for next year. The faculty now numbers seven resident professors, three instructors and six part time lecturers.

In evaluating this remarkable growth one should not compare this school with academic institutions. It belongs in the class of graduate schools, the words "theological college" in its title being the English designation of a theological seminary. The average age of the more than 100 theological seminaries in the United States is 57 years. Seventy-one of these institutions have an average attendance of only one half the number this school has attained in five years, while the average attendance of all the seminaries, including fourteen over a century old, is only one half more than the attendance here. Twenty-six colleges and universities of the United States and Canada have contributed men to our student body.

The development of the physical equipment has kept pace with the increasing demands of the work. In 1926 friends

(Continued on Page Twenty-eight)

We Protect Preferred Risks . . . therefore
E. C. C. AUTOMOBILE INSURANCE PAYS



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Insurance protection cannot keep that automobile new—but it will do things even more important. It will protect you from fire, theft, collision, liability and property damage loss! Good judgment demands that automobile owners carry **FULL** protection against present-day motoring hazards. Not only protection for your automobile investment—but protection for your bank account, your savings, your home, everything you have or hope to have, against any emergency that might arise. Liability and property damage protection! You need liability and property damage protection whether your car is new or not—as it may save you enough to buy a new car—and more!

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Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

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ADVERTISING RATES ON APPLICATION



Editorials

Carrying On

Mr. Shorts of Saginaw, Mich., is a keen observer. He says American business today is a science—and every successful business man is a scientist, whether he knows it or not. The battle of markets is raging everywhere. Where are the village blacksmiths, the hairpin factories, the harness shops, the cobblers of our childhood—the ditch-diggers, wheelbarrows and shovels—carpets, stove-pipes, corsets and fancy vests? Tanners used to brag that there would always be a demand for sole leather, as babies were born "barefoot"—but rubber soles have come along strong and babies' feet are still born bare. Automobiles kept us busy for a time burning gas and tires both day and night—but now radios and movies demand our presence indoors. Ideas—ever new ideas—are our only salvation. The best brains in industry are now being employed to reduce costs. For generations, paper manufacturers regarded their ability to make paper as a favored inheritance from their ancestors—like brown eyes. They remind one of the fellow who asked a scientist if a boy could inherit his father's wooden leg—and he replied: "No, but he could his wooden head." Artificial pearls and silk and fur and leather are fighting to supplant the "real things" and at the same time, the "real things" are fighting one another. There is a rapid chase not only for the last dollar the consumer has, but for all he hopes to have for a year or two in the future—thanks to the installment selling plan. Over 80,000 applications for patents go through the Patent Office every year and every one is a new idea of some aggressive thinker. These thinkers are the fellows who are raising the devil with business and the only thing to do is to follow the advice of the Scotchman: "If you can't beat 'em, join 'em." Hence many bank consolidations. Mr. Shorts gives us a lot of interesting ideas—much to think about!—*Harri-man National Bank Bulletin.*

Another Bouquet

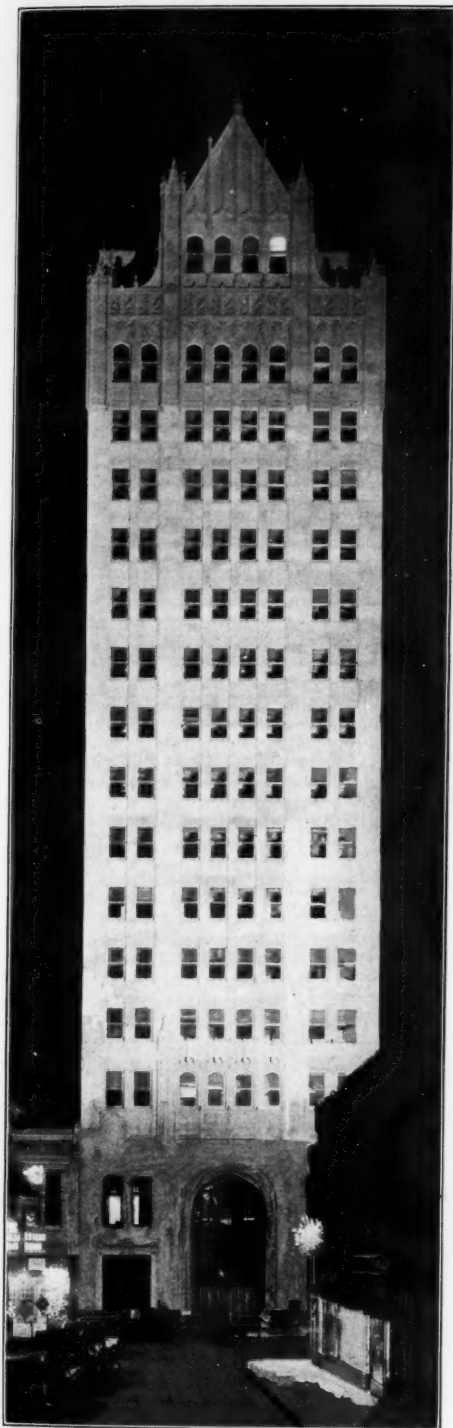
If every editor would prepare his campaigns as carefully as Dallas did there would be very few advertising failures. Dallas found the facts before a single advertisement was run. These facts told what should be advertised and why. Also all inquiries could be answered with complete and intelligent data as a result of the pre-advertising survey. Dallas will testify that money wisely spent in research is money well spent.—*Editorial in Printers' Ink.*

Claude Littlepage Heads Western Union Here

Claude L. Littlepage, who twelve years ago was a Government employee, is now Superintendent of the Dallas Western Union offices.

Mr. Littlepage left the government service at Tulsa to accept a clerical position with the Western Union and after working just a few months was given charge of one of the most important positions, that of Delivery Manager. He worked on this position less than a year and during this time made a careful study of different operations of the telegraph business and was soon re-assigned to the

position of Night Manager. In less than another year, he was promoted to the position of Office Manager, and from that position to the superintendency of the Little Rock offices. After serving as Superintendent at Little Rock for less than a year, he was then promoted to the position of Superintendent at Tulsa. When J. C. Jackson, who was Superintendent at Dallas for a number of years, was promoted to the position of Superintendent at New Orleans, Mr. Littlepage was selected for the position of Superintendent at Dallas.



A Pillar of Light By Night

Evening falls over the city and the glory of great architectural monuments of business fades into nothingness. Men have builded magnificent temples of trade which daily carry to the world an impressive message of solidity, permanence, progress. At nightfall the message ceases to function resuming only when Old Sol again spreads his effulgence over the earth.

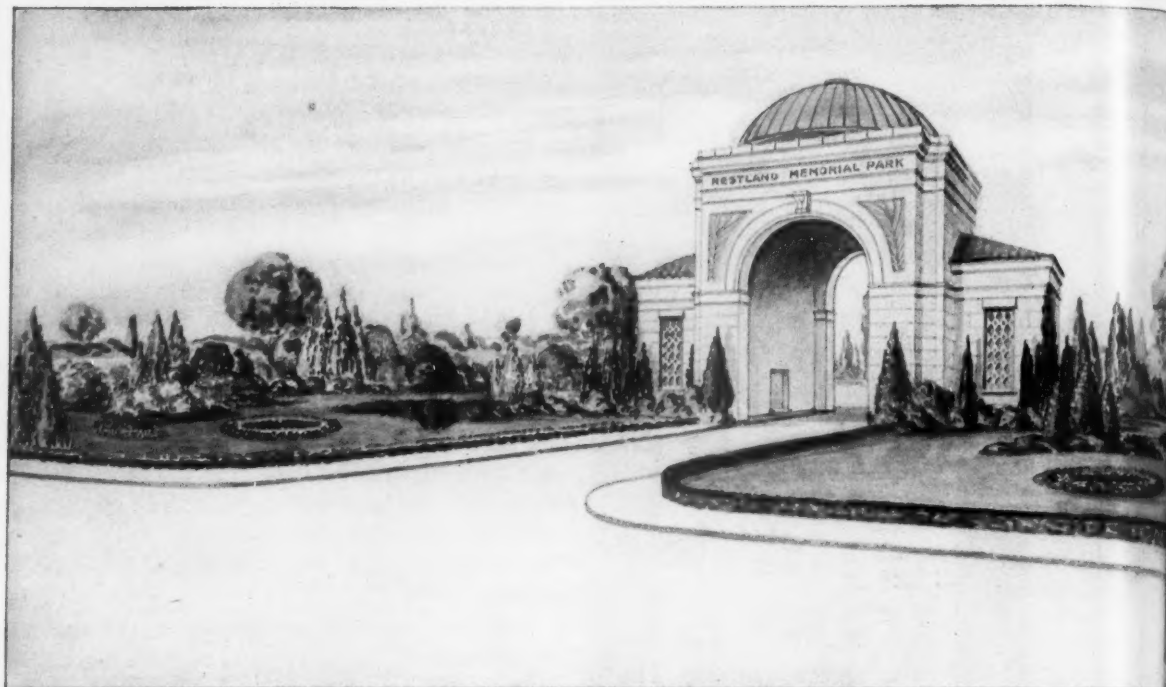
But over here a great institution has determined its splendid architectural pile shall continue to radiate an impression of stability and service regardless of natural light. Night comes and the twist of a hand releases a battery of flood lights trained on the facade into which an architect has injected all the art which represents centuries of accumulated experience in building design.

Instantly the building springs out of the night. Against the velvet background of black night it leaps into prominence as an etcher limns his masterpieces. All the impressions of massiveness and sheer strength are accentuated by the soft tones of light as they define the structural lines on the horizon. It is a triumph of applied psychology.

The accompanying photograph tells the story. It depicts Dallas National Bank as the flood lights pick it out after dark. J. D. Gillespie, president, discusses the matter in the following trenchant terms: "In reference to the battery of eight flood lights we have been using on our building at night, I beg to say we feel the results in advertising gained have fully justified the expense."

In all metropolitan centers the night lighting of buildings grows swiftly in actual practice. Let's put Dallas more definitely in the front rank of American cities in this regard. Our Illumination Division will be glad to discuss the subject with you; give you full information and estimates. The cost of operation is surprisingly low in view of results attained. Dial 2-9321, ask for Lighting-Sales Division and give your name. A representative will contact you promptly. Of course, there's no charge for this interesting and valuable consultant service.

DALLAS POWER & LIGHT COMPANY



MAJESTIC WHITE GEORGIA MARBLE ENTRANCE PORTALS, BUILT AT A COST OF NEARLY \$60,000.00, AND LANDSCAPE ARTIST'S DEVELOPMENT PLANS, DRAWN IN ACTUAL COLORS

Restland Organization

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I. M. BRADSHAW	Office Manager
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Seven Vital Reasons Why You Should Select a Lot in Restland Today

PROTECTION—against a positive future need.

ECONOMY—You save money buying during pre-development campaign—you can also select a more choice lot today than you would tomorrow.

NO TAXES, INTEREST OR FUTURE ASSESSMENTS.
PERPETUAL CARE GUARANTEE. The first cost is the last cost.

INSURANCE CLAUSE given to a limited number of purchasers.

MONUMENTAL RESTRICTIONS. Restland Memorial Park will never be a cemetery of unsightly tombstones.

SALE OR EXCHANGE PRIVILEGE—A purchaser can sell or exchange his lot under reasonable conditions.

A Pretty Drive RESTLAND MEMORIAL PARK is located on the paved highway, straight out Greenville Avenue, between Vickery and Richardson, one of the most attractive scenic drives out of Dallas. If you prefer, our courtesy car will be placed at your disposal at any hour convenient for you. Merely phone us at 2-1546, or 3-6172, and tell us when to call. Please bear in mind that the use of our car will entail no obligation or expense whatever on your part. It is always a combined pleasure and privilege to show Restland in its present and prospective beauty.

REALTY DEVELOPMENT CORPORATION

Dallas Offices
Fidelity Union Building

Exclusive Representatives

Day Phone - 2-1546
Night Phone - 3-6172

Nature Invites You To Visit....

RESTLAND MEMORIAL PARK

*The New Wonderful
Cemetery Development of Dallas*

AND SEE SPRING IN ALL HER COLORFUL SPLENDOR

Where nearly a million dollars worth of burial plots have been contracted for by approximately thirty-five hundred Dallas citizens, and hundreds of thousands of dollars already spent for beautification and development.

Announcing the Opening of....

SECTION "H"

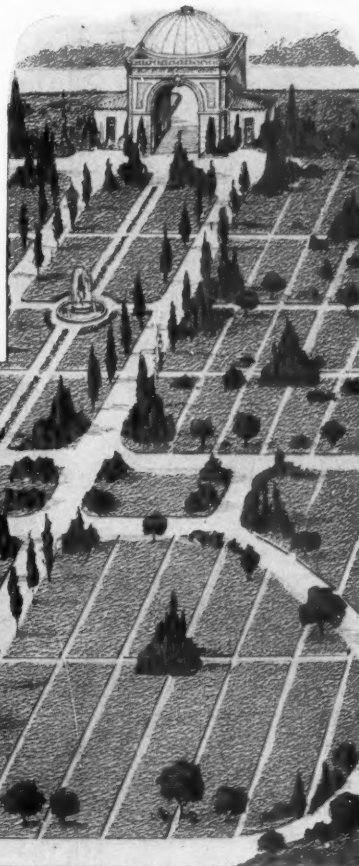
*The Beautiful, Central Drive, Hillside
Section Overlooking Lily Pool and
Entire Grounds.*

SECTION "H" is readily recognized as one of the most beautiful sections in Restland Memorial Park, and at this moment offers the greatest value in every direction. Hundreds of Dallas citizens will select their plots in this section immediately. We predict the entire section will be sold by May 1st.

Approximately \$60,000.00 is being spent this Spring on new development and beautification of the grounds.

Come out and inspect this property during the Spring Months, and see nature in all its beauty.

If you desire a lot in Section "H," don't delay—or wait until necessity forces your hand—make up your mind NOW that you are going to avail yourself of one of these beautiful plots for your family.



Select

Develop-
lot today

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e - 2-1546
e - 3-6172

DALLAS SPROUTS NEW WINGS

(Continued from Page Seven)

tance points before it could have reached them by rail or water. Planes started carrying freight and express. Officials of the big businesses had to tour their district branches but could hardly spare from their own offices the time required for these trips. They lost money and valuable time in transit between their division branches. The airplane solved this problem. Now an official can tour the entire United States in a few days, paying visits to all his field offices and factory branches, saving valuable time and money.

Scouts for big oil companies get word of big development about to take place

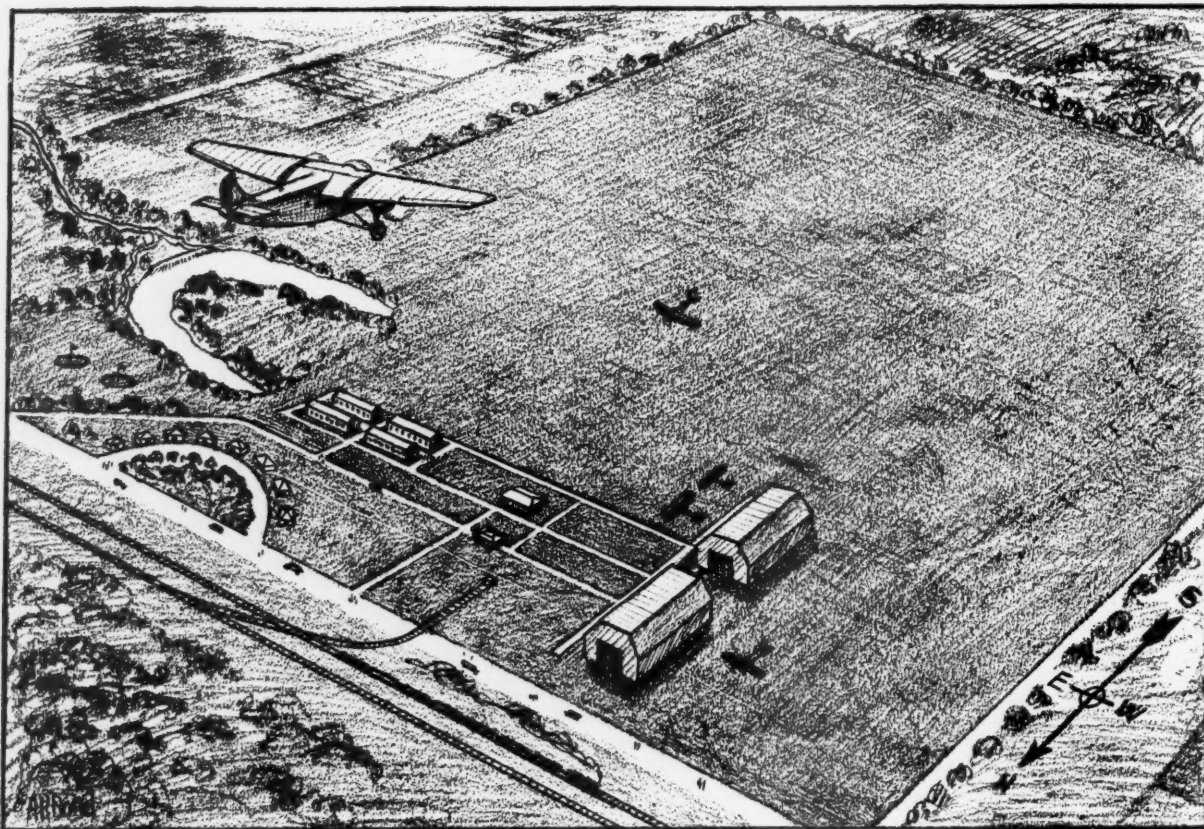
in a certain section of the country. They cannot afford to lose one minute of time in getting there to protect their company's interest. The airplane puts them on the scene when they want to be there—right now.

The railroads have not viewed the increasing importance of the airplane with antagonism. One would think the railroad men would feel antipathetic toward the development and expansion of commercial aviation. Any thoughts of this nature are at once dissipated by reading the articles appearing in national magazines and written by General W. W. Atterbury, chief executive of the Pennsylvania lines, one of the biggest railroad systems in the world. He realizes avia-

tion is here to stay, that air transportation is important. So strong is his belief in air transportation that he has worked out an air-rail transcontinental trip, the coast-to-coast trip requiring forty-eight hours.

He realizes, however, as do all sane thinking men in the rail and aviation business, that the railroad for many years to come and probably for as long as the world stands will remain the backbone of the world's land transportation system. It some day may be given a draft horse rating and used almost exclusively for the hauling of heavy freight. This doubtless is a day longed for by railroad men, for they have always and rightly contended

(Continued on Page Nineteen)



Dallas Develops New Airport

HERE is an artist's conception of what the new Dallas auxiliary airport will look like when Lieut. Harry Weddington has finished his preliminary work on it.

The two great steel hangars have been arranged for and one of them will be under construction in a short time. The smaller structure in the center is the club house where army student flyers will be housed and where visiting pilots will be made comfortable. Across the road from the club house is the mess hall and down

near the artificial lake will be quarters when the student pilots grow in numbers to exceed the facilities at the club house.

The only irregular part of the field, the northeast corner, is to be turned into a park, according to Lieut. Weddington's plan. Swimming and fishing will be provided for and several holes of golf are to be made available.

The trip to the field is an easy one and makes an interesting Sunday afternoon's drive. The two most convenient routes

are out the Fort Worth Pike to Bagdad, turning left across the railroad tracks at that building; or straight out Jefferson Avenue over an excellent gravel road. The field is about twelve miles from Dallas.

The field is at present heavily sodded but is not being used by planes, as Lieut. Weddington feels it would be damaging to the new turf. By July the turf will be in perfect condition and the natural drain makes possible landing in any weather.

that passenger service is operated at a loss, freight being the only branch prolific of a revenue.

Passenger service will be the big branch of air transportation for many years. Mail carrying gave commercial aviation its start in the transportation business, but the money branch of the business will eventually be the passenger traffic. Freight rates by air for long hauls are comparatively prohibitive at present, but not entirely so when quicker delivery will save money.

Dallas is receiving her share of the profits of progress in commercial aviation. Three air mail lines have Dallas as their terminus. National Air Transport, Inc., operating between Dallas and New York by way of Chicago, has its southern terminus in Dallas. Texas Air Transport, Inc., operating two lines into South Texas, has its northern terminus in Dallas. These South Texas mail lines operate between Dallas, Waco, Houston, Galveston, San Antonio and Brownsville.

There are four air passenger lines at present operating with Dallas as their terminus. A fifth to be inaugurated about May 10 will be operated between Dallas and Columbus, O., by the Universal Aviation Corporation.

The passenger lines in existence now are operated by Southwest Air Fast Express, Inc., and Texas Air Transport, Inc. The S. A. F. E. offers passenger service between Dallas, Kansas City and St. Louis by way of Fort Worth, Oklahoma City, Tulsa, Coffeyville and Springfield. The division point is at Tulsa, one ship flying daily from there to Coffeyville and Kansas City and another flying daily from there to Springfield and St. Louis. Eight all-metal Ford tri-motored cabin monoplanes carrying fourteen passengers, a pilot and a mate are used by S. A. F. E. The ships are equipped with three 425 horsepower motors each.

T. A. T. has three lines operating from Dallas. Daily service is maintained between Dallas and El Paso, Dallas, Houston and Galveston, and Dallas, San Antonio and Brownsville. Single motored cabin monoplanes including Fokkers and Travelairs, equipped with 425 horsepower Wasp and 300 horsepower Wright motors respectively, are used by T. A. T.

A man may board a ship at Brownsville Monday morning and be in St. Louis Tuesday afternoon at 4:50 p. m. by traveling on T. A. T. and S. A. F. E. ships. Monday night would be spent in Dallas, allowing the passenger to get a good night's rest in the private home of a friend or in the comfortable bed of a hotel.

The time is coming soon in commercial aviation when—oh, well, who can say?

Today's precedents are tomorrow's absurdities.

"MORE THAN PRINTERS"

THIS TRADE MARK
GUARANTEES



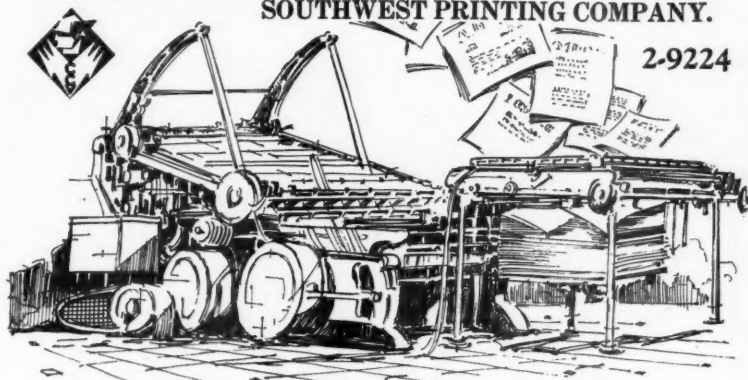
MORE THAN YOUR MONEY'S WORTH

Our justly earned slogan is "More Than Printers." Coupled with the economy of printing on fast Kelly B and Big Kelly presses, giving you four color process, advertising and utility printing, we give you the wealth of our experi-

ence in copy and layout. This cooperation that builds printing, giving you more results in sales and efficiency, is the reason for our slogan and the proven fact that our firm gives more for your money. A fair trial will convince you.

Curtis Cowan Van Huss
SOUTHWEST PRINTING COMPANY.

2-9224



CONVENIENTLY LOCATED AT 917 CAMP STREET, DALLAS

BUSINESS CHAIRS OF QUALITY

By B. L. MARBLE CHAIR COMPANY

*M*ODERN business in its trend toward the expression of individuality in office furnishings, has indicated a very marked demand for quality *Office Chairs*. The progressive business man is fully alive to the possibilities that are offered by the well groomed office, the reaction of his client to his surroundings, and the returns to be derived from a background that bespeaks financial responsibility. Distinctiveness and quality have a very definite appeal for this discriminating buyer.



Today, as in the past, B. L. MARBLE BUSINESS CHAIRS rank first in favor for business use. From the full-upholstered executive chairs down to the medium grades for general office use, they have come to be the Standard of Comparison for business requirements, for public building use, for banks, libraries and educational institutions.

The variety of their designs, the quality of materials used in their manufacture, and the high standard of craftsmanship evidenced in the finished product, are contributing factors that are responsible for their constantly increasing popularity.

Sold Exclusively in Dallas

BY

CLARKE & COURTS

Complete Office Outfitters

1506-08 COMMERCE STREET

Free Parking Space Rear of Building



The proposed William P. Erwin Memorial to be erected in Dallas soon.

Business Men to Build Memorial to Capt. "Bill"

Organization of the Capt. William P. Erwin Memorial Association, the purpose of which is to erect in Dallas a suitable monument to commemorate the courageous deeds of the Texas flyer in war and peace, was effected last week, and Capt. W. H. Long, pioneer in aviation in Dallas, a close friend and flying companion of Captain Erwin at Love Field, was elected president.

Funds for erecting the monument will be contributed by friends of Captain Erwin, and Dallas citizens and business men will be invited to assist in the undertaking, to the end that Captain Erwin

will be given permanent and lasting recognition in the city in which he lived, for not only his war work, but the mercy mission on which he lost his life in a brave attempt to rescue his lost companions.

California has already erected two memorials to this Dallas hero, one at Oakland, and the other at Beaumont where the famous ship the Dallas Spirit landed. Legion posts have been named in his honor by California cities, and planes made a special memorial flight from San Francisco to strew flowers on the Pacific Ocean in commemorating the anniversary of Captain Erwin's last flight.

The complete cost of the Erwin Memorial is to be around \$5,000.00. Over \$2,500.00 has already been contributed to the fund, and it is anticipated that Dallas business men will quickly subscribe the remaining portion.



Do You Expect Enough

When your advertising doesn't bring the returns it should, do you say, like the farmer, "Well, the old black sow didn't have as many pigs as I expected, but then I didn't think she would," or do you find a printer who looks at your advertising in terms of sales and profits?

We'll be glad to pursue this subject further---just dial 2-6881.

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Advertising Typography
Advertising Printing
Advertising Specialties
Rotary Phones 2-6881

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Established 1918
C. B. ZUBER F. M. ZUBER

INTERNATIONAL
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Dallas 402 Second Ave.



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Peacock, Luther, Hayden Mfg. Co.

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BOOKBINDER
and
PAPER RULER

Loose Leaf and Binders

416 South Ervay

Dallas

SCHOOLAR, BIRD & COMPANY

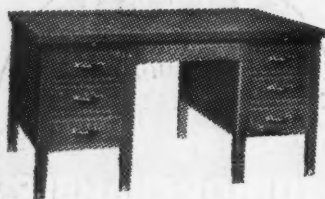
C. H. Schoolar, C. P. A., President
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Established in the Southwest
Twenty-two Years

AUDITS . . . SYSTEMS
TAX SERVICE

Santa Fe Building

Dallas, Texas



*Big Stock
New and Used*

**DESKS
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*Buy Here
Save Money*

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**OFFICE FURNITURE
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Wilson, George O., Wilson & Biggers.

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Hoff, Hugh H., Nash Texas Co.
Jarnigan, W. E., Prather Cadillac Co.
Nance, John A., Nash Texas Co.
Peck, Walter H., A. M. Eastland Co.
Phipps, Harold S., The White Co.
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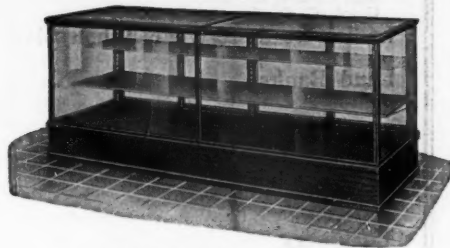
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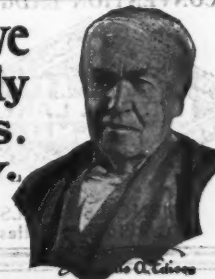
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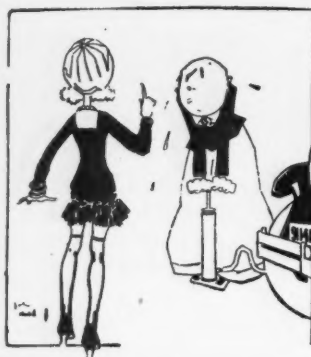
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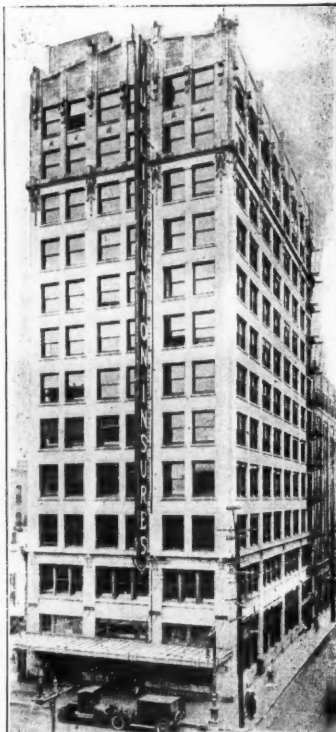
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Dallas Has Lowest

Tax Rate in Texas

Dallas today has the lowest tax rate, figured in actual value, of the thirteen largest cities in Texas, according to an interview with Finance Commissioner J. Barney Davis in The Dallas Journal.

Mr. Davis disclosed this fact in compliance with a request from H. H. Huey, superintendent of schools in El Paso, who desired to get tax information from this city.

Mr. Davis made the compilation on the basis of actual money paid in as a city tax on a \$7,500 home, including the school tax. He found that Dallas pays less by far than any other city in Texas.

In Dallas the property owner pays \$82.69 in taxes on a \$7,500 home, while in San Antonio the tax is \$152.44 on property of the same value. Houston comes nearest to having a tax rate as low as Dallas, \$88.65 on a \$7,500 home.

Mr. Davis found that the various cities have so juggled their tax rates and bases of valuation that it is difficult for an outsider to ascertain just what is the tax rate. He found, however, by applying the tax rate and tax valuation of each city, just what the actual amount of cash paid in taxes would be on a home of the same value.

The cities included in the survey and the actual cash tax per year on a \$7,500 home follow:

San Antonio \$152.44, Dallas \$82.69, Houston \$88.65, Fort Worth \$109.72, El Paso \$105, Galveston \$114.19, Beaumont \$129.68, Wichita Falls \$122.50, Waco \$135, Austin \$105, Amarillo \$115.87, Abilene \$112.50, San Angelo \$142.50.

Other facts found by Mr. Davis in his survey were that Dallas has the largest school enrollment for 1927-28 of any city in the State, having 47,960 pupils, as against 47,470 for Houston, which had the next highest enrollment. Fort Worth had 31,939 and San Antonio had 34,921.

This showed that Dallas had enrolled in its schools 2 per cent more pupils than the State was lending aid for and that Fort Worth has had 1 per cent more pupils than the number for which it was obtaining aid.

Houston, on the other hand, had enrolled only 88 per cent of the pupils for which it was obtaining State aid, which means, Mr. Davis said, that while the census showed a certain number of children of scholastic age, only 88 per cent of them attended school.

Beaumont was the hardest hit city on this line, it being shown that 10 per cent more children were attending school there than the number for which the city was obtaining State aid.

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(Continued from Page Nine)

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Coahoma	3:15 PM	3:25 PM
Big Spring	3:40 PM	4:20 PM
Stanton	4:50 PM	5:00 PM
Midland	5:30 PM	

Spend night in Midland

SATURDAY, APRIL 27

Station	Arrive	Depart
Barstow	6:30 AM	8:00 AM
Pecos	8:15 AM	8:55 AM
Toyah	9:20 AM	9:40 AM
Kent	10:40 AM	10:50 AM
Van Horn	11:55 AM	12:10 PM
Sierra Blanca	1:15 PM	1:30 PM
Fabens	3:10 PM	3:25 PM
Clint	3:40 PM	4:00 PM
Ysleta	4:15 PM	4:35 PM
El Paso	5:00 PM	

Spend night in El Paso

Spend Sunday, April 28 in El Paso

MONDAY, APRIL 29

Station	Arrive	Depart
Snyder	7:00 AM	8:30 AM
Post	9:35 AM	10:05 AM
Southland	10:30 AM	10:45 AM
Slaton	10:58 AM	11:28 AM
Tahoka	12:05 PM	12:30 PM
O'Donnell	12:55 PM	1:15 PM
Lamesa	1:45 PM	2:45 PM
Lubbock	5:00 PM	

Spend night in Lubbock

In 1928 Texas produced and marketed 2,830,000 quarts of strawberries valued at \$566,000, 91,900 tons of cabbage valued at \$1,760,000, 5,000,000 bushels of spinach valued at \$2,250,000.

It is estimated that 5,000,000 persons residing in other American states and in foreign countries are dependent largely upon the products from Texas cotton fields for their livelihood.

Brewster is the largest county in Texas, its area being 3,798,400 acres which is equivalent to 5,935 square miles. Rockwall is the smallest county in Texas having 95,360 acres, or 147 square miles.

In 1914 Life Insurance in force amounted to \$341,000,000. In 1926 it amounted to \$2,000,000,000.

The 1920 census showed that during the preceding decade Dallas had increased 72.6 per cent in population, Houston 76.2, and San Antonio 67 per cent, with Fort Worth 45.2 per cent.

April 1929

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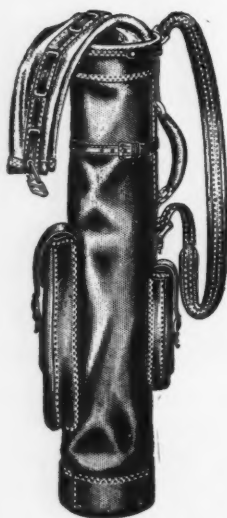
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No Machinery*

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THE DALLAS GAS COMPANY

Dispensers of Natural Gas



PADGITT'S

..... Quality Golf Bags

There is but one aim in the merchandising policy of Padgitt's all leather golf bags and that aim is quality. Every bag is a model of perfection carefully styled to meet the present day needs. The soft leather golf bag as illustrated is in unusual demand among today's smart sportsmen.

Padgitt Bros. Co.
COMMERCE ST. OPPOSITE MARTIN.
RETAIL — "FINE LEATHER GOODS" — WHOLESALE

TUESDAY, APRIL 30

Station	Arrive	Depart
Lockney	6:30 AM	8:00 AM
Floydada	8:20 AM	8:50 AM
Dougherty	9:25 AM	9:35 AM
Roaring Springs.....	10:18 AM	11:43 AM
Paducah	1:00 PM	1:45 PM
Swearingen	2:16 PM	2:21 PM
Quanah	3:35 PM	4:15 PM
Chillicothe	4:45 PM	5:05 PM
Tolbert	5:20 PM	5:25 PM
Vernon	5:45 PM	

Spend night in Vernon

WEDNESDAY, MAY 1

Station	Arrive	Depart
Archer City	6:30 AM	8:15 AM
New Castle	9:25 AM	9:40 AM
Graham	10:15 AM	10:55 AM
South Bend	11:10 AM	11:30 AM
Eliasville	11:50 AM	12:10 AM
Breckenridge	1:00 PM	1:50 PM
Ranger	3:25 PM	4:15 PM
Strawn	4:39 PM	4:54 PM
Mingus	5:06 PM	5:16 PM
Gordon	5:21 PM	5:31 PM
Santo	5:46 PM	5:56 PM
Millsap	6:20 PM	6:30 PM
Weatherford	6:50 PM	7:20 PM
Dallas	9:00 PM	

EVANGELICAL COLLEGE
(Continued from Page Twelve)

of the College, mostly in Dallas, acquired as a site for the campus the Gaston property on Swiss Avenue. The following year a Dallas donor erected College Hall which houses the administration offices and chapel on the first floor, class rooms on the second floor, and the library on the third floor which also carries two mezzanine floors occupied by steel book-stacks. A central heating plant occupies a portion of the basement. In 1928 eighty contributors in New York, Philadelphia, Baltimore and Washington raised a fund to build a dormitory as a memorial of the late Rev. Daniel M. Stearns of Philadelphia whose son, Miner B. Stearns, is a member of the 1929 graduating class. A large dining room, kitchens and storage room occupy the basement. The first floor includes a large reception room, guest rooms and matron's quarters while the two upper floors are divided into single rooms each equipped with lavatories, steel furniture and disappearing beds. There are no more beautiful rooms in Dallas than the library in College Hall and the reception room with its great fireplace in Stearns Memorial Hall.

Mr. C. H. Griesenbeck, architect, was eminently successful in producing a pleasing ensemble in the Spanish motif. The completed plan calls for a third building on the right side of the court with tower and cloister to match those already constructed. This group of buildings contributes its share to the increasing beauty of the city's architecture.

DALLAS

Symphony Concert for Dallas

The Minneapolis Symphony Orchestra under the auspices of the Dallas Symphony Society will give a concert in Dallas Wednesday, April 24, at 8:15 P. M. at the Fair Park Auditorium.

This concert will be given to start an endowment for the Dallas Symphony Orchestra.

Benjamin J. Lasser, well known to the ready-to-wear trade of the Southwest for his association with Fairchild Publications, has been transferred to Dallas as manager of the local office of those publications.

The Hower Advertising Agency has opened an office in Dallas, in the Allen Building, with R. Y. Reaves as merchandising director.

J. S. McCauley has been elected president of the recently reorganized Cosmopolitan Club.

P. R. Richardson has been appointed district manager of the Western Auto Supply Company.

The total poll tax in Texas for 1928 was \$1,737,616.

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Absolutely noiseless . . . No moving parts . . . Nothing to wear out . . . Maintains constant cold . . . Costs no more to buy and much less to operate.



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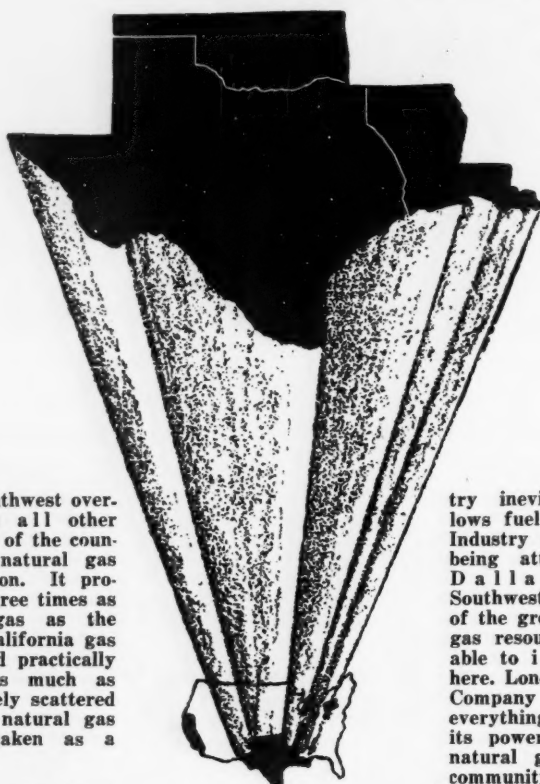
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The Southwest overshadows all other sections of the country in natural gas production. It produces three times as much gas as the great California gas belt, and practically twice as much as the widely scattered eastern natural gas fields taken as a unit.

Heat is the heart of industry. Indus-

try inevitably follows fuel resources. Industry is already being attracted to Dallas and the Southwest because of the great natural gas resources available to industry here. Lone Star Gas Company is doing everything within its power to make natural gas a real community asset from an industrial standpoint.

Lone Star GAS Co.

* The Lone Star Gas Company is a producer, purchaser, pipe line transporter and wholesaler of natural gas. It serves you by backing up the service of your local gas company.



Army of 100,000 to Take 1930 Census

An army of 100,000 enumerators will begin this fall to count the population of the United States for the fifteenth census.

The census director at Washington, D. C., expects co-operation from local business and civic leaders to help the supervisors and the enumerators. Chambers of Commerce will assist census officials by recommending men and women as enumerators. Local committees may be appointed to give the supervisors and their assistants advice.

The office force in Washington will be expanded to about 6,000 employees. New employees will be recruited through the Civil Service Commission. The personnel of the field force will be selected, in the main, by the census director. Recommendations of senators and representatives, of course, will have some weight in his decision. The field force will be employed for about two months. The services of supervisors and a few others will be needed longer, perhaps for six months in all. Two weeks of intensive work in Dallas will complete the bulk of the figures. Women, as well as men, will be employed as enumerators.

The 1930 census will be the biggest undertaking of its kind in history. It will cost, including the printing of the results, \$39,000,000, or more than 30 cents for each person counted.

The expenses incident to taking a census have been steadily mounting. It cost \$44,377.28 to count the 3,929,214 Americans in 1790, the year of the first census. Enumerators then received one-third of a cent to two cents for every person counted. The census, taken in 1920, showed a population of 105,710,620, and the American people paid out \$25,117,000 for this and related data.

Authority for the census rests on no less solid a foundation than that of the Constitution, which calls for a decennial enumeration.

L. O. Donald has been elected a member of the Dallas Board of Education to fill the vacancy created by the resignation of Col. W. C. Everett.

W. H. Julian has been elected vice president of the National Life and Accident Insurance Company, with headquarters in Dallas.

Headquarters for the W. B. Foshay Company have been opened for Texas in the Magnolia Building, with C. Paul Laubenheimer as division manager. This company operates public utilities in twelve states and several foreign countries.



Suddenly, out of a spring sky...

ALL was well on the telephone front on April 27, 1928. Suddenly, out of a spring sky, rain began to fall, and as night came on this turned into a furious storm of sleet, snow and wind. In 48 hours, 3700 telephone poles and 7000 miles of wire were down, 39 exchanges were isolated, 11,000 telephones were silent.

Repair crews were instantly mobilized and sent to the scene. In record time, 1000

men from five states were on the job. Within 72 hours the isolated exchanges were connected and the 11,000 telephones were back in service.

In any crisis there are no state lines in the Bell System. In all emergencies of flood or storm, as well as in the daily tasks of extending and maintaining the nation-wide network, is seen the wisdom of One Policy, One System, Universal Service.

SOUTHWESTERN BELL TELEPHONE COMPANY

When They Enter Your Door....

Do the appointments of your office truly reflect you and your institution?

People are prone to judge by appearances....perhaps an analysis of your office would prove that your office furniture is a liability instead of an asset.

It is a matter that deserves some serious consideration.



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